ORDER

Orders Order / Rev: 36899

Alt Order #:

08837636 OCEQUERA/CON/DEM

Product Desc: Estimate:

1558

Flight Dates:

08/14/12 - 08/20/12

Original Date / Rev:

08/06/12 / 08/06/12

GENERAL

GMMB

Order Type:

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Billing Cycle:

Billing Calendar:

KLAS

Mike Jones

K-WAS

National

Agency

Name:

Buying Contact:

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Agency Commission:

EOM/EOC

Broadcast

15%

Cash

Advertiser

Name:

Priority:

Oceguera, John CD3

Demographic: Product Codes: A35+

PO1

LV1

New Business Thru:

Advertiser External ID:

Order Separation:

00:15:00

AGY, POL, CAND Agency External ID: Revenue Codes:

Bill Plan

End Date # Spots | Gross Amount Net Amount Start Date 07/30/12 08/20/12 12 \$11,500.00 \$9,775.00

Totals							
Month	# Spots	Gross Amount	Net Amount	Rating			
August 2012	12	\$11,500.00	\$9,775.00	0.00			
Totals	12	\$11,500.00	\$9,775.00	0.00			

Account Executives

Sales Office Sales Region Start Date / End Date Order % Account Executive Start Of Order - End Of Order 100% Mike Jones

Order Share	Share	Total		
KLAS	30%	\$11,500.00		
Market	100%	\$38,333.33		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$9,583.33		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$1,916.67		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Lr	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	08/14/12	08/20/12	8 News Now 6a M-F	CM	6-7a	MTWTF	:30	1	\$1,100.00LV1	0.00 NM	1	\$1,100.00
				8 News Now 6a M-F									
	8 NEW	VS NOW AT	7AM										
	St	art Date	End Date	Weekdays Sp	ots/Week	Rate	Rating						
1	Neek: 08	3/14/12	08/20/12	MTWTF	1	\$1,100.00	0.00						
E 2	2 8	08/14/12	08/20/12	CBS This Morning 7-	9a CM	7-9a	MTWTF	:30	2	\$900.00LV1	0.00 NM	2	\$1,800.00
				CBS This Morning									

Print Date: 08/07/12 16:24:09 Page 2 of 2

 Order / Rev:
 36899
 Advertiser:
 Oceguera, John CD3

 Alt Order #:
 08837636
 Product Desc:
 OCEQUERA/CON/DEM
 KLAS

 Flight Dates:
 08/14/12 - 08/20/12
 Estimate:
 1558

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg CBS THIS MORNING	Type Spots Amount
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/14/12 08/20/12 MTWTF 2 \$900.00 0.00	
E 3 8 08/19/12 08/19/12 CBS News Sunday Morr@M CBS Sunday MorriS :30 1 \$1,200.00LV1 0.0	0 NM 0 \$0.00
CBS News Sunday Morning CBS NEWS SUNDAY MORNING	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 08/13/12 08/19/12S 1 \$1,200.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg	Type
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg 1 8 08/13/12-08/19/12 CBS News Sunday Morning CBS Sunday MornSu :30(\$1,200.00) 0.00	
See MG 7.2,7.3	
[DA]	
	00 NM 1 \$650.00
8 News Now Noon M-F 8 NEWS NOW AT NOON	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 08/14/12	
E 5 8 08/14/12 08/20/12 8 News Now 4p M-F CM 4-5p MTWTF :30 3 \$900.00 LV1 0.0	00 NM 3 \$2,700.00
8 NEWS NOW AT 4PM & 430PM	
Start Date	
Week: 08/14/12	
E 6 8 08/14/12 08/20/12 8 News Now 5-630p M-FCM 5-630p MTWTF :30 3 \$1,250.00LV1 0.0 8 News Now 5-630p M-F	00 NM 3 \$3,750.00
8 NEWS NOW ROTATION	i
Start Date	
Week: 08/14/12	20 NM 2 \$1 500 00
E 7 8 08/14/12 08/20/12 8 News Now 11p M-F CM 11-1135p MTWTF :30 1 \$1,700.00 LV1 0.0	00 NM 2 \$1,500.00
8 NEWS NOW AT 11PM	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 08/14/12 08/20/12 MTWTF 1 \$1,700.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg	Type
1 8 08/14/12-08/20/12 8 News Now 11p M-F 11-1135p MTWThF :30(\$1,700.00)	
See MG 7.2,7.3	
[DA] 2 8 08/18/12-08/18/12 Politics Now S Sebelius Various (5:30 PM-6:00 PSa :30 \$750.00 0.0	O NM
⊕ MG for 3.1,8.1,7.1	J 14141
3 8 08/18/12-08/18/12 Politics Now S Sebelius Various (5:30 PM-6:00 PSa :30 \$750.00 0.0	O NM
⊕ MG for 3.1,8.1,7.1	
_ · · · · · · · · · · · · · · · · · · ·	0 NM 0 \$0.00
8 News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND	
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>	1
Week: 08/13/12 08/19/12SS 1 \$750.00 0.00	
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg 1 8 08/13/12-08/19/12 8 News Now 11p Sa/Su 11-1135P SaSu :30 (8750-00) 0.0	
See MG 7.2,7.3	· '4'''
[DA]	